

28TH ANNUAL

# COMEDY NIGHT

## JAY LENO

THURSDAY | APRIL 23, 2020  
FOX THEATRE | DETROIT

SPONSORSHIP OPPORTUNITIES



*Rescuing Fresh Food For Metro Detroit's Hungry*



F E A T U R I N G

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## 2019 COMEDY NIGHT MEDIA HIGHLIGHTS

Forgotten Harvest's Annual Comedy Night would not be possible without the generosity of our donors and corporate sponsors. It is our goal to ensure our sponsors receive value and exposure for their sponsorship gift. Below is a breakdown of our promotional highlights from last year's event.

### Detroit Free Press Promotion

- Two ads in the Sunday Free Press (full & half page), each reaching approximately 1.34 million metro Detroit adults
- Freep.com digital ads (750,000 impressions)

### Radio Promotion

Promotions and ads aired on the following stations:

- WJR 760
- WWJ 950
- 101.9 WDET
- 104.3 WOMC

### TV Promotion

- Channel 4 WDIV
- Channel 7 WXYZ
- Channel 2 FOX

### 313 Presents Promotion

Comedy Night was featured on the following:

- Internal digital board signage at the Fox Theatre
- Event inclusion on 313 Presents e-blasts reaching an audience of 450,000 individuals
- Digital Fox Theatre marquee

### Forgotten Harvest E-Communications

- Multiple event e-vites were sent to approximately 45,000 Forgotten Harvest supporters and donors directing them to the event page
- Sponsors were highlighted on the Forgotten Harvest event page

### Social Media

- The event was promoted on Forgotten Harvest's Facebook (over 29,300 fans) and Twitter (over 9,000 followers)
- The show was also promoted on the Fox Theatre's social media (over 52,000 on Facebook and over 3,000 on Twitter)

### Onsite Event Promotion

- Sponsors were listed on event signage and in the event program which were viewed by over 4,600 guests at the sold out show

### Other Noted Media Placements

- CBS
- Click on Detroit
- Crain's Detroit
- Deadline Detroit
- The Daily Tribune
- The Detroit Free Press
- The Detroit News
- HOUR Detroit
- Losco County News Herald
- The Macomb Daily
- MetroTimes
- The Morning Sun
- The News-Herald
- The Oakland Press
- The Press & Guide
- The Voice



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## SPONSOR LEVELS

### **BENEFACTOR SPONSOR** ..... **\$50,000**

Includes:

- 24 Main Floor Reserved Comedy Night Tickets
- 24 VIP Reception Tickets at the Colony Club
- 24 Meet & Greet Tickets

Additional Benefits:

- Exclusive VIP Reception sponsor, includes:
  - Opportunity to provide company branded signage or other item(s) for the space and/or goody bag to approximately 700 guests (one available)
- Full page ad in program book
- Promotion on Forgotten Harvest's website as well as additional local radio, TV and print promotion/ads
- Entrance signage highlighting Benefactor Sponsorship
- Logo inclusion on all on-site signage and in program book
- Tax deduction benefit: \$48,800

### **SIDE-SPLITTING SPONSOR** ..... **\$25,000**

Includes:

- 18 Main Floor Reserved Comedy Night Tickets
- 18 VIP Reception Tickets at the Colony Club
- 18 Meet & Greet Tickets

Additional Benefits:

- Exclusive Meet & Greet Reception sponsor, includes:
  - Opportunity to provide company branded signage or other item(s) for the space and/or goody bag to approximately 100 guests (one available)
- Full page ad in program book
- Promotion on Forgotten Harvest's website well as additional local radio, TV and print promotion/ads
- Logo inclusion on all on-site signage and in program book
- Tax deduction benefit: \$24,100

### **CHORTLE SPONSOR** ..... **\$15,000**

Includes:

- 14 Main Floor Reserved Comedy Night Tickets
- 14 VIP Reception Tickets at the Colony Club
- 14 Meet & Greet Tickets

Additional Benefits:

- Opportunity to provide company branded item to all guests at the end of the show
- Full page ad in program book
- Promotion on Forgotten Harvest's website well as additional local radio, TV and print promotion/ads
- Logo inclusion on all on-site signage and in program book
- Tax deduction benefit: \$14,300

### **HOOT SPONSOR** ..... **\$10,000**

Includes:

- 12 Main Floor Reserved Comedy Night Tickets
- 12 VIP Reception Tickets at the Colony Club

Additional Benefits:

- Half page ad in program book
- Promotion on Forgotten Harvest's website as well as additional local radio, TV and print promotion/ads
- Logo inclusion on all on-site signage and in program book
- Tax deduction benefit: \$9,400

### **CAKCLE SPONSOR** ..... **\$5,000**

Includes:

- 10 Main Floor Reserved Comedy Night Tickets
- 10 VIP Reception Tickets at the Colony Club

Additional Benefits:

- Promotion on Forgotten Harvest's website as well as additional local radio, TV and print promotion/ads
- Inclusion on all on-site signage and in program book
- Tax deduction benefit: \$4,500

### **CHUCKLE SPONSOR** ..... **\$2,500**

Includes:

- 6 Main Floor Reserved Comedy Night Tickets
- 6 VIP Reception Tickets at the Colony Club

Additional Benefits:

- Promotion on Forgotten Harvest's website and additional local promotion/ads
- Inclusion on all on-site signage and in program book
- Tax deduction benefit: \$2,200

### **GIGGLE SPONSOR** ..... **\$1,000**

Includes:

- 4 Main Floor Reserved Comedy Night Tickets
- 4 VIP Reception Tickets at the Colony Club

Additional Benefits:

- Inclusion on Forgotten Harvest's website
- Inclusion in the program book
- Tax deduction benefit: \$800

### **PATRON TICKETS** ..... **\$500**

Includes:

- 2 Main Floor Reserved Comedy Night Tickets

EVERY ONE DOLLAR DONATED EQUALS SEVEN DOLLARS WORTH OF FOOD WE CAN PROVIDE TO METRO DETROITERS IN NEED

